Listing of Claims:

Claim 1: (currently amended)   A method for providing enhanced advertising of a 2-D broadcast, comprising:

receiving the 2-D video broadcast including a first advertisement having a 2-D image;

identifying the 2-D image within the first advertisement, wherein the 2-D image is identified based on its characteristics and exclusively at a viewer's equipment;

looking-up a matching 3-D object in an image library, wherein the library comprises one or more 3-D objects;

using the matching 3-D object to generate an enhanced first advertisement, wherein the enhanced first advertisement has a 3-D highlighted rendering of the image produced by pushing the 3-D object into the 2-D image, and further wherein said 3-D highlighted rendering of the image comprises a portion of the original 2-D image and said 3-D object; and

using a look-up table to identify the matching 3-D object.

Claim 2: (previously presented) The method according to claim 1, wherein there are one or more images within the first advertisement.

Claim 3: (canceled).

Claim 4: (previously presented)   The method according to claim 1, further comprising displaying the enhanced first advertisement on a display device, comprising a television, computer monitor, and liquid crystal display.

Claim 5: (original)   The method of claim 4, further comprising overlaying the image with the matching 3-D object.

Claim 6: (original)   The method of claim 5, wherein overlaying the image further comprises:

overlaying specular lighting; and

overlaying shading.

Claim 7: (previously presented)   A system for providing enhanced advertising of a 2-D video broadcast, comprising:

 means for receiving the 2-D video broadcast including a first advertisement having a 2-D image;

 means for identifying the 2-D image within the first advertisement, wherein said 2-D image is identified based on its characteristics and exclusively at a viewer's equipment;

 means for looking-up a matching 3-D object in an image library, wherein the library comprises one or more 3-D objects;

 means for using the matching 3-D object to generate an enhanced first advertisement, wherein the enhanced first advertisement has a 3-D highlighted rendering of the image produced by pushing the 3-D object into the original 2D image, and further wherein said 3-D highlighted rendering of the image comprises a portion of the original 2-D image and said 3-D object; and

 means for identifying the matching 3-D object.

Claim 8: (previously presented)   The system according to claim 7, wherein there are one or more images within the first advertisement.

Claim 9: (canceled).

Claim 10: (previously presented)   The system according to claim 7, further comprising means for displaying the enhanced first advertisement on a display device, comprising a television means, computer monitor means, and liquid crystal display means.

Claim 11: (original) The system according to claim 10, further comprising means for overlaying the image with the matching 3-D object.

Claim 12: (original) The system according to claim 11, wherein means for overlaying the image further comprises:

 means for overlaying specular lighting; and

 means for overlaying shading.

Claim 13: (previously presented)   A computer-readable medium having stored thereon a plurality of instructions for providing enhanced advertising of a 2-D broadcast, said plurality of instructions when executed by a computer, cause said computer to perform:

   receiving the 2-D video broadcast including a first advertisement having a 2-D image;

   identifying the 2-D image within the first advertisement, wherein the 2-D image is identified solely based on its characteristics and exclusively at a viewer's equipment;

   looking-up a matching 3-D object in an image library, wherein the library comprises one or more 3-D objects;

   using the matching 3-D object to generate an enhanced first advertisement, wherein the enhanced first advertisement has a 3-D highlighted rendering of the image produced by pushing the 3-D object into the original 2-D image; and

   using a look-up table to identify the matching 3-D object.

Claim 14: (previously presented)   The computer-readable medium of claim 13, wherein there are one or more images within the first advertisement.

Claim 15: (canceled).

Claim 16: (previously presented)   The computer-readable medium of claim 13 having stored thereon additional instructions, said additional instructions when executed by a computer, cause said computer to further perform displaying the enhanced first advertisement on a display device, comprising a television, computer monitor, and liquid crystal display.

Claim 17: (original)   The computer-readable medium of claim 16 having stored thereon additional instructions, said additional instructions when executed by a computer, cause said computer to further perform overlaying the image with the matching 3-D object.

Claim 18: (original)   The computer-readable medium according to claim 17, having stored thereon additional instructions, said additional instructions when executed by a computer, cause said computer to further perform overlaying the image, cause said computer to further perform:

   overlaying specular lighting; and

overlaying shading.

Claim 19: (previously presented)   A set-top box for generating 3-D enhanced advertising from 2-D video broadcasts, comprising:

a processor coupled to a bus; and

a storage device coupled to the bus, wherein the storage device is configured to store a library of 3-D objects;

wherein the processor receives the 2-D broadcast including a first advertisement having a 2-D image; identifies the 2-D image within the advertisement, wherein said 2-D image is identified based on its characteristics and exclusively at a viewer's equipment; looks-up a matching 3-D object in the library; and uses the matching 3-D object to generate an enhanced first advertisement, wherein the enhanced first advertisement has a 3-D highlighted rendering of the image produced by pushing the 3-D object into the original 2-D image, and further wherein said 3-D highlighted rendering of the image comprises a portion of the original 2-D image and said 3-D object.

Claim 20: (previously presented)   The set top box of claim 19, wherein one or more images are within the first advertisement.

Claim 21: (original)   The set top box of claim 20 wherein the processor uses a look-up table to identify the matching 3-D object.

Claim 22: (previously presented)   The set top box of claim 21, further comprising a display device that displays the enhanced first advertisement, wherein the display device comprises a television, a computer monitor, and a liquid crystal display.